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YouTube Rewind

YouTube Rewind (stylized as ***YouTube ЯEWIND***) was an annual year-in-review web series that was produced by YouTube and Portal A Interactive from 2004 to 2019. The videos were summaries of each year's viral videos, events, trends, and music.[9] The series' annual installments were uploaded onto YouTube's official channel.

The series' 2018 and 2019 installments (*Everyone Controls Rewind* and *For the Record*) were received poorly, with the former becoming the most-disliked video of all time on the platform. YouTube opted to not produce a *Rewind* video in 2020, before announcing the series' cancellation the following year.

YouTube Rewind	
Genre	Year-in-review, video mashup, music mashup
Created by	YouTube[1][2]
Directed by	Kai Hasson (2011, 2013–2019) Peter Furia (2012)
Composers	Jeff Kite (2012)[3] DJ Earworm (2013–2014)[4][5] The Hood Internet (2015–2019)[6] Avicii (original remix) (2015)[6][7] Major Lazer (original remix) (2016)
Country of origin	United States
Original language	English
No. of seasons	1
No. of episodes	10
Production	
Executive producers	Lee Hunter, Michael Rucker, Kevin Allocca, Dom Elliott (2012)[3] Nate Houghteling, Zach Blume (2013–2019)[4][5][6] Kai Hasson (2014–2019)[6]
Producers	Michael Rucker, Peter Furia and Beau Lewis (2012)

History

The first *Rewind* video was created by YouTube in 2010 and featured a list of the 50 most popular YouTube videos of that year. In 2010, YouTube began creating and producing *Rewind* videos with the help of Seedwell and Portal A Interactive.[3][10][11] From 2011 onwards, the *Rewind* videos have only been uploaded to the YouTube Spotlight channel, now known as just YouTube, with additional behind-the-scenes content.[11]

2010

On December 12–13, 2010, the first *YouTube Rewind* was uploaded, titled *2010 YouTube Rewind: Year in Review* and featured the top ten most popular videos of the year on YouTube. It was uploaded on two channels: YouTube Trends on the first day,[2] and YouTube Spotlight on the second.[1]

	Jeffrey Sabin-Matsumoto and Finley Wise (2013–2017)
Running time	1–8 minutes
Production companies	Portal A Interactive (2011, 2013–2019) Seedwell (2012) YouTube
Original release	
Network	YouTube
Release	November 16, 2004[8] – December 5, 2019

2011

On December 20, 2011, *YouTube Rewind 2011* was uploaded.[10][7] It was created and produced by YouTube and Portal A Interactive,[10] and features Rebecca Black, whose music video of her song "Friday" had gone viral in March of that year, as the host.[10][12] Like in 2010, it featured another top-ten most-popular videos of the year on YouTube.[11]

2012

In 2012, YouTube's *Rewind* videos changed to featuring several popular YouTubers; the most popular music videos, and videos; breaking news; and internet memes from the year. *Rewind YouTube Style 2012*, referencing Psy's "Gangnam Style", was released on December 17, 2012.[13] It was created and produced by YouTube and Seedwell.[3]

The video starts with the text "Nothing is more powerful than a video whose time has come"; the final two words change to "is 2012.", with an accompanying string instrument sound that resembled the musical introduction to *Kony 2012*, a viral documentary film aired earlier that year.

2013

The YouTube Rewind button with the ⏪ symbol was introduced in 2013.

On December 11, 2013, *YouTube Rewind: What Does 2013 Say?*, referencing Ylvis' "The Fox (What Does the Fox Say?)", was released.[4] The video also made prominent use of Psy's "Gentleman", however, following a copyright claim from the artist, the video was amended in 2015 to remove the song. The video was created and produced by YouTube and Portal A Interactive.[4] This was the first year that the YouTube Rewind Button was used; otherwise, the video was stylistically similar to the 2012 video. DJ Earworm served as the music producer for the video, mashing up six popular songs of the year. Jimmy Fallon and The Roots from *The Tonight Show* made guest appearances.[4] It also marked the first appearance of PewDiePie in the *Rewind* series.

What Does 2013 Say? was dedicated to fellow YouTuber Talia Castellano, who died on July 16, five months prior to the release of the video.

2014

On December 9, 2014,[5] *YouTube Rewind: Turn Down for 2014*, referencing DJ Snake and Lil Jon's "Turn Down for What", was released. It was again created and produced by YouTube and Portal A Interactive. Over 10 songs were mashed-up by DJ Earworm[5][14] for the video.[5] The video was not structured around songs, as in previous years, but with more Internet memes and trends used alongside the music. Its main feature was the YouTube Rewind Button flag, with which YouTubers and other notable personalities run throughout the video. The flag was run through the sets of *The Colbert Report*

by Big Bird; *Conan* by host Conan O'Brien himself, with Freddie Wong acting as substitute host; and *Last Week Tonight with John Oliver* by Kid President. The actual Rewind Button was not shown until the end of the video.[14]

2015

On December 9, 2015,[6] *YouTube Rewind: Now Watch Me 2015*, referencing Silentó's "Watch Me (Whip/Nae Nae)", was released. It was again created and produced by YouTube and Portal A Interactive, and was the first one to feature a hashtag, in this case #YouTubeRewind.[6][11] The video heavily incorporated references to previous years of YouTube, due to 2015 being the year of the website's tenth anniversary.[15] The music mashup was produced by The Hood Internet and included songs such as Major Lazer and DJ Snake's "Lean On", the Weeknd's "Can't Feel My Face", and Justin Bieber's "What Do You Mean?". Additionally, Avicii produced an original remix of "Broken Arrows" for the video.[6][11] The video featured more gaming personalities than in previous years, including Markiplier, CaptainSparklez, MatPat, and Smosh Games, with a segment set up to resemble *Five Nights at Freddy's*. PewDiePie and Zoella make an appearance halfway through the video, where they are shown next to a scoreboard with two dates of December 9, 2015, a reference to *Back to the Future Part II*, which is set in 2015. Zoella changes one scoreboard date back to February 14, 2005, leaving the other at December 9, 2015. Afterwards, PewDiePie "brofists" the Rewind button, triggering the video to show past viral videos and memes from 2015 back to 2005. After the credits, the Fine Brothers are shown arguing about whether PewDiePie is actually in the video.[11]

2016

On December 7, 2016,[16] *YouTube Rewind: The Ultimate 2016 Challenge*, referencing the increasing number of Internet challenges in 2016, was released. It was again created and produced by YouTube and Portal A Interactive. The Hood Internet returned to produce the music mashup for the video, with Major Lazer contributing an original remix of their own. The video begins with Dwayne Johnson showing a miniature Rewind button, and YouTube personalities hunting for Rewind symbols in the style of *Pokémon Go*. The video also references objects being crushed by a hydraulic press, Hodor from *Game of Thrones*, the water-bottle flip challenge, "PPAP (Pen-Pineapple-Apple-Pen)" (with Pikotaro himself appearing), and the dabbing dance move. The video also references some of the most popular songs of 2016, including Fifth Harmony's "Work from Home", the Chainsmokers' "Closer", and Beyoncé's "Hold Up". The video ends with James Corden and other personalities in a car, re-enacting the Carpool Karaoke segments from *The Late Late Show*.

2017

On December 6, 2017, *YouTube Rewind: The Shape of 2017*, referencing Ed Sheeran's "Shape of You", was released. The video received mixed reviews from critics, YouTubers,[17] and viewers alike following its release. Some of the various criticisms were directed at its overuse of memes,[18] and the notable exclusion of PewDiePie for controversies earlier in the year.[19][20][21][22] To date, it has received over 4.6 million likes. It also received significantly more dislikes than those from the previous years (excluding 2011), at over 2.3 million dislikes (as of 2020), making it the 35th most-disliked YouTube video of all time.

2018

On December 6, 2018, *YouTube Rewind 2018: Everyone Controls Rewind* was released. Upon its release, the video was overwhelmingly panned, receiving extensive backlash from critics, YouTubers, and viewers alike. Many YouTubers deemed it the "worst Rewind ever".[a] Criticisms ranged from the inclusion of celebrities and personalities who are not affiliated with YouTube (such as Will Smith and Ninja), lack of tributes to recent deaths, such as those of Stephen Hawking, Avicii, TotalBiscuit, Stefán Karl Stefánsson, XXXTentacion, Aretha Franklin, Mac Miller, Stan Lee, Anthony Bourdain, and Stephen Hillenburg, as well as the exclusion of certain controversial personalities, such as Shane Dawson and Lil Pump, alongside the rivalries of KSI vs Logan Paul and PewDiePie vs T-Series.[29]

Everyone Controls Rewind incorporated user-comment suggestions as a part of the video, although many viewers stated that the trends that the video included (such as *Fortnite* and K-pop) were unpopular with the majority of the community, calling YouTube "out of touch" with its viewers and their interests. Julia Alexander, writing for *The Verge*, suggested that YouTube had intentionally left out the biggest moments on the platform in 2018 in an attempt to appease worried advertisers over controversies that had plagued the platform over the past two years: "it's [...] increasingly apparent, however, that YouTube is trying to sell a culture that's different from the one millions of people come to the platform for, and that's getting harder for both creators and fans to swallow".[30] Meira Gebel of *Business Insider* shared a similar sentiment, saying that "The video appears to be an attempt for the company to keep advertisers on its side following a rather rocky 2018."[31] In a newsletter, YouTube CEO Susan Wojcicki spoke on the poor reception of the 2018 video and mentioned that "even my kids called it 'cringey'."[32]

Everyone Controls Rewind was panned by the YouTube community, surpassing the music video for "Baby" by Justin Bieber to become the most-disliked YouTube video of all time.[33] It subsequently became the first YouTube video to receive over ten million dislikes and accumulated over 20 million dislikes by late 2021, when YouTube disabled dislikes from being publicly viewable.[34]

2019

On December 5, 2019, *YouTube Rewind 2019: For the Record* was released. The 2019 edition returned to a format reminiscent of the first two iterations of the series, featuring a montage of the top videos of 2019, divided into several themed countdowns based on statistics and trends. Kevin Allocca, YouTube's head of culture and trends, explained that the video was intended to be more reflective of the year's trends, acknowledging that it was becoming more difficult for the previous format to "authentically represent" the community's overall experience.[35] The video has been criticized as coming off as "passive-aggressive" towards consumers, or "lazy", as it does not have the same level of production as the previous editions and was noted for being akin to WatchMojo videos. Many also felt the new format lacked energy and a "soul", saying that it showed that YouTube was being openly more corporate.[36][37] However, many saw improvement with casting choices in some areas, particularly with the inclusion of PewDiePie, who was absent in previous Rewinds.[35] Similarly to the previous year, the video was criticized for lacking tributes to personalities who had died in the year, most notably Desmond "Etika" Amofah and Cameron Boyce.[38][39]

Cancellation and replacement efforts

On November 12, 2020, YouTube announced that there would be no *Rewind* for the year, stating that "2020 has been different, And it doesn't feel right to carry on as if it weren't."[40][41][42][43] While the events of the year, most notably the COVID-19 pandemic, were strongly suggested as the reasons behind the decision, many believed that this was due to the poor reception of the last three installments of the series, leading to speculation that YouTube would cancel the series entirely.[44] With the absence of a 2020 *Rewind* video, popular YouTube creators, such as Michelle Khare and MrBeast, released their own *Rewind*-style videos. Khare's video was set to private viewing after it received some backlash over the inclusion of a lookalike of Jenna Marbles, who went on indefinite hiatus from YouTube in June of that year due to controversies related to her earlier videos.[45] MrBeast's video included many popular YouTubers of that year and was positively received.[46]

On October 7, 2021, YouTube announced that *Rewind* would be discontinued, expressing hope that its creators would fill in the gap.[47] Instead, a 24-hour interactive livestream titled *Escape2021* was broadcast on December 16 as a replacement, including a live performance by BTS on *Minecraft* produced by the Noxcrew and also featuring *Minecraft* YouTubers Dream, GeorgeNotFound, Aphmau, PrestonPlayz, BriannaPlayz, and BeckBroJack.[48][49][50] There has not been an official YouTube event or video ever since.

Series videos

Video	Upload date	Views (millions)	Likes (thousands)	Dislikes (thousands)	Like percentage	Dislike percentage
"YouTube Rewind 2010: Year in Review"[1][2]	December 13, 2010[b]	7.2	118.33	9.44	92.61%	7.39%
"YouTube Rewind 2011"[7]	December 20, 2011	12.97	142.02	95.82	59.7%	40.29%
"Rewind YouTube Style 2012"[13]	December 17, 2012	195.22	1553.8	92.83	94.36%	5.64%
"YouTube Rewind: What Does 2013 Say?"[51]	December 11, 2013	137.36	1689.39	90.62	94.91%	5.09%
"YouTube Rewind: Turn Down for 2014"[14]	December 9, 2014	135.8	1717.75	88.94	95.08%	4.92%
"YouTube Rewind: Now Watch Me 2015 | #YouTubeRewind"[52]	December 9, 2015	155.92	3025.14	220.73	93.2%	6.8%
"YouTube Rewind: The Ultimate 2016 Challenge | #YouTubeRewind"[16]	December 7, 2016	243.26	4091.22	592.83	87.34%	12.66%
"YouTube Rewind: The Shape of 2017 | #YouTubeRewind"[53]	December 6, 2017	240.42	4690.49	2377.11	66.37%	33.63%
"YouTube Rewind 2018: Everyone Controls Rewind | #YouTubeRewind"[54]	December 6, 2018	227.08	3122.49	20183.18	13.4%	86.6%
"YouTube Rewind 2019: For the Record | #YouTubeRewind"[55]	December 5, 2019	119.81	3502.92	9616.59	26.7%	73.3%
Behind the Scenes						
"Behind the Scenes + Outtakes from Rewind YouTube Style 2012"[56]	December 17, 2012	3.62	44.67	1.49	96.77%	3.23%
"Making of YouTube Rewind: What Does 2013 Say?"[57]	December 11, 2013	3.58	49.5	1.94	96.23%	3.77%
"YouTube Rewind 2014: Behind the Scenes"[58]	December 9, 2014	5.47	101.61	1.95	98.11%	1.89%
"#YouTubeRewind"[59]	December 9, 2015	6.32	148.76	2.21	98.54%	1.46%

"#YouTubeRewind"[60]	December 7, 2016	7.43	152.15	5.48	96.52%	3.48%
"#YouTubeRewind"[61]	December 6, 2017	6.36	165.85	21.67	88.44%	11.56%
"#YouTubeRewind"[62]	December 6, 2018	4.63	83.99	211.47	28.43%	71.57%
Others						
"YouTube Rewind 2016: Unboxing the Cube in 360° #YouTubeRewind"[63]	December 7, 2016	1.84	28.11	3.54	88.81%	11.19%
"YouTube Rewind 2016: Epic Group Running Man Challenge in 360° #YouTubeRewind"[64]	December 7, 2016	6.65	55.63	11.95	82.32%	17.68%
As of September 19, 2022						

Guests

Guests

Personas	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
1MILLION Dance Studio										✓
10ocupados									✓	
A4										✓
Adam Dalhberg					✓		✓			
Action Movie Kid					✓					
Adam Rippon									✓	
Afros e Afins por Nátaly Neri									✓	
AIB							✓	✓		
Alex Clark								✓		
Alex Wassabi						✓	✓	✓		
Alfie Deyes						✓	✓			
Alison Gold				✓						
Aliza Marzia								✓	✓	
Amanda Steele					✓	✓	✓			
Ami Rodríguez									✓	
Anaysa										✓
Andovi da Lopez									✓	
Andrea Russett							✓			
AndreasChoice							✓	✓		
Andymation										✓
Andy Raconte					✓					
angelfacepeanut	✓	✓								
Angie Velasco										✓
Anna Akana						✓				
Anna Brisbin						✓		✓		
Annoying Orange	✓	✓	✓	✓						
Anthony Padilla		✓	✓	✓	✓	✓		✓		
Anthony Quintet						✓				
Ariana Grande										✓
AsapScience								✓	✓	
Atta Halilintar										✓
Awez Darbar										✓
Ayo & Teo								✓		
Azzyland										✓
Badabun										✓
Barely Productions	✓		✓		✓					

Bart Baker				✓	✓	✓				
Bethany Mota				✓	✓	✓	✓	✓	✓	
Bearhug									✓	
Bhuvan Bam								✓	✓	
Bianca Heinicke						✓	✓			
Bie The Ska							✓	✓	✓	
Big Marvel										✓
Billie Eilish										✓
Bilingirl Chika									✓	
Black Gryph0n										✓
Blackpink										✓
Blanco Brown										✓
Bongo Cat									✓	
Bokyem TV									✓	
Brandon Laatsch			✓	✓						
Brave Wilderness								✓		
Brooklyn and Bailey McKnight						✓	✓	✓		✓
Bunny Meyer								✓		
CaELiKe						✓	✓	✓		
CajuTV									✓	
CanalCanalha								✓		
Casey Lawrence			✓							
Casey Neistat						✓	✓	✓	✓	✓
Caspar Lee							✓	✓	✓	
Cassey Ho				✓			✓			
ChapkisDanceUSA										✓
Charlie Sheen		✓								
Cherrygumms									✓	
Chester See			✓	✓						
Chris Hardwick					✓					
Clevver TV			✓							
Colin Furze					✓		✓			
Collins Key									✓	
Conan O'Brien					✓					
Conchita Wurst					✓					
Connor Franta					✓	✓	✓			✓
Corridor Digital		✓	✓	✓	✓					

Cyprien					✓	✓	✓			
D-Trix				✓			✓			
Daddy Yankee								✓		✓
Daimaou Kosaka							✓			
Dagi Bee									✓	
Daniel Howell					✓	✓	✓	✓		
DanTDM								✓		
DashieXP							✓	✓		
Dave Days			✓	✓						
David Dobrik								✓		✓
Deeva Jessica								✓		
Deji Olatunji							✓	✓		
Derek Gerard										✓
DeStorm Power		✓	✓	✓				✓		
Dina Tokio							✓	✓		
Dodie Clark					✓			✓		
Domics									✓	
Dotty TV									✓	
Dross Rotzank								✓		
Dude Perfect							✓			✓
Dwayne Johnson							✓			
Ed Bassmaster			✓							
EeOneGuy						✓	✓			
Eh Bee Family								✓		
Elle and Blair Fowler			✓							
Elle Mills									✓	
El Rubius						✓	✓			
Emma Blackery							✓	✓		
Emma Chamberlain									✓	✓
Enchufe.tv						✓	✓	✓		
Enes Batur								✓	✓	✓
EnjoyPhoenix					✓				✓	
Enzo Knol								✓		
Epic Meal Time		✓	✓	✓						
Epic Rap Battles of History		✓	✓	✓	✓	✓		✓		
EroldStory									✓	
Eva Gutowski						✓	✓	✓		

Evan Edinger					✓					
ExpCaseros								✓		
Extra Credits								✓		
F2Freestylers										✓
Felicia Day			✓							
Felipe Neto								✓		✓
Fine Brothers Entertainment				✓	✓	✓		✓		
Fischer's								✓	✓	✓
Flula Borg						✓	✓			
fouseyTUBE					✓	✓				
Freddie Wong		✓	✓	✓	✓					
Furious Jumpers									✓	
Gabbie Hanna							✓	✓	✓	
Gabriel Valenciano					✓					
Galen Hooks										✓
GamingWithKev									✓	✓
Gaurav Chaudhary								✓	✓	
Gen Halilintar									✓	
Germán Garmendia					✓	✓	✓	✓		
Gigi Gorgeous						✓	✓	✓		
Girls' Generation				✓						
Greg Lazzaroto						✓	✓			
GloZell			✓	✓		✓	✓			
Grace Helbig			✓	✓	✓	✓	✓	✓		
Greyson Chance	✓									
h3h3Productions										✓
hajimesyacho					✓	✓	✓	✓	✓	
Hank Green					✓					
Hannah Hart			✓	✓	✓	✓	✓	✓		
Hannah Stocking								✓	✓	
Harun Robert								✓		
Hayla Ghazal							✓			
Hikakin					✓		✓	✓	✓	
Honey Badger's Randall		✓								
Hongyu ASMR 홍유										✓
How Ridiculous									✓	
How It Should Have Ended					✓					

HunniBee ASMR										✓
IAMLXGEND										✓
ibighit										✓
IHasCupquake						✓				
Iman Crosson			✓							
Ingrid Nilsen					✓	✓	✓			
Isaiah Mustafa	✓									
ItsFunneh									✓	✓
Jacksfilms							✓	✓		
Jaiden Animations								✓	✓	
Jacksepticeye							✓			
Jake Paul								✓		
Jake Roper					✓			✓		
James Charles									✓	✓
James Corden						✓	✓			
Jamie Oliver				✓						
Jeffree Star										✓
Jelly										✓
Jenn McAllister						✓	✓	✓	✓	
Jenna Mourey			✓	✓	✓	✓				✓
Jennelle Eliana										✓
Jimmy Fallon				✓						
Jimmy Kimmel					✓					
Joe Sugg								✓		
Joey Graceffa						✓	✓	✓		
John Green					✓	✓	✓			
John Oliver					✓	✓			✓	
Jonatan Clay								✓		
Jordan Maron						✓		✓		
Jovial da Lopez									✓	
Jubilee Media									✓	
Judson Laipply						✓				
Julio Profe									✓	
Juan de Dios Pantoja									✓	
Juanpa Zurita								✓		
JukiLop									✓	
Justin Bieber	✓									

Justine Ezarik			✓	✓	✓	✓	✓	✓		
KNCraZy								✓		
KNN l Kanninich								✓		
Kassem Gharaibeh		✓	✓	✓						
Kate Clap									✓	
Kayli Butler			✓							
Kelly MissesVlog									✓	
Ken Block	✓									
Kevin Lieber					✓	✓		✓		
Kid President				✓	✓					
Kimberly Loaiza									✓	
King Russel					✓	✓		✓		
Kristian Nairn							✓			
Kristen Stewart	✓									
KSI							✓	✓		
Kurt Hugo Schneider					✓	✓	✓	✓	✓	
Kurzgesagt										✓
Kylie Jenner										✓
Lachlan								✓	✓	✓
LaToya Forever								✓		
Lauren Riihimaki						✓	✓	✓	✓	
LazarBeam										✓
LDShadowLady							✓	✓		
Le Rire Jaune								✓		
Lele Pons							✓	✓	✓	
Les Twins								✓		
Lewis Hilsenteger							✓			
Life Noggin									✓	
Lil Dicky										✓
Lil Nas X										✓
Lilly Singh					✓	✓	✓	✓	✓	
Liza Koshy							✓	✓	✓	
Logan Paul								✓		
Los Polinesios						✓	✓	✓	✓	
LOUD										✓
LOUD Babi										✓
LOUD Coringa										✓

Lucas the Spider									✓	
Luis Fonsi								✓		
Luisito Comunica								✓	✓	
LuzuGames							✓	✓	✓	
Mackenzie Ziegler								✓		
Macklemore				✓						
Magnet World										✓
malena010102						✓				
Mamrie Hart						✓	✓			
Manuel Gutierrez								✓		
Marcus Butler							✓	✓		
McFly & Carlito								✓		
Maria Aragon		✓	✓							
Marialejandra Marrero						✓		✓		
Markiplier						✓	✓	✓	✓	
Marques Brownlee						✓	✓	✓	✓	
Marshmello								✓	✓	
Martinez Twins								✓		
Mason Ramsey									✓	
Matthew Patrick						✓	✓	✓		
Matthew Santoro						✓		✓		
Matt Steffanina								✓		
Meg DeAngelis							✓			
Merrell Twins							✓	✓	✓	✓
Michael Bolton		✓								
Michael Dapaah								✓	✓	
Michelle Phan					✓					
Miranda Sings						✓				
MrBeast										✓
mrfreshasian										✓
Ms Yeah									✓	
Mystery Guitar Man		✓	✓	✓	✓					
Nicky Jam							✓			
Nick Eh 30									✓	
Niana Guerrero								✓		
Nigahiga		✓	✓	✓						
NikkieTutorials								✓	✓	✓

Ninja									✓	
Nilson Izaias Papinho										✓
Noah Schnapp										✓
Noor Stars										✓
Norman Thavaud						✓	✓			
Nutticha Namwong									✓	✓
Nyan Cat		✓								
OK Go	✓									
Okie_Doki_Boomer	✓	✓								
OliWhiteTV							✓	✓		
하루한끼 one meal a day										✓
Ozuna								✓		
백종원의 요리비책 Paik's Cuisine										✓
Paul Vasquez	✓					✓				
Pautips								✓	✓	
Pencilmation										✓
Pentatonix					✓					
Peter Chao			✓							
PewDiePie				✓	✓	✓	✓			✓
Philip DeFranco								✓		
Phil Lester					✓	✓	✓	✓		
Pikotaro							✓			
PlayHard										✓
Poppy								✓		
Porta dos Fundos				✓		✓		✓		
PrankvsPrank (& BFvsGF)					✓	✓	✓	✓		
Primitive Technology									✓	
Psy			✓							
Rachel Levin						✓	✓	✓		
Ray William Johnson		✓				✓				
Rebecca Black		✓				✓				
Rebecca Parham								✓		
Rhett and Link		✓	✓	✓	✓	✓	✓	✓		
RiceGum										✓
Ricky Dillon						✓	✓			
Robert Pattinson	✓									
RobleisIUTU									✓	

ROSALÍA										✓
Rosanna Pansino					✓	✓	✓	✓	✓	
Ross O'Donovan						✓				
SACCONEJOLYs							✓			
Safiya Nygaard								✓	✓	
Sebastian Villalobos							✓			
Sesame Street				✓	✓					
Seth Everman										✓
Shane Dawson										✓
Shawn Mendes										✓
Shit Girls Say			✓							
Shoaib Akhtar										✓
Shruti Arjun Anand								✓		
Simon's Cat								✓		
Simone Giertz									✓	✓
Sofia Castro									✓	
Smosh		✓	✓	✓	✓	✓		✓		
Smosh Games			✓			✓		✓		
Softpomz								✓		
Sonja Reid						✓	✓			
Sorted Food				✓			✓	✓		
SoulPancake				✓						
SQUEEZIE						✓	✓			✓
Sananas							✓	✓		
SSSniperWolf								✓		
Stephen Colbert					✓		✓	✓		
Swoozie						✓	✓	✓	✓	
Tabbes								✓	✓	
Talking Animals		✓								
Taryn Southern			✓	✓						
Tati										✓
Tatiana Subbotina								✓		
Taylor Lautner	✓									
Team Naach										✓
Technical Guruji									✓	
Russell Horning/The Backpack Kid								✓		
The Dolan Twins							✓	✓	✓	

The Gregory Brothers	✓				✓	✓				
The Lonely Island		✓								
The Sidemen								✓		✓
The Slow Mo Guys				✓	✓	✓	✓	✓		
The Try Guys						✓			✓	✓
TheDonato										✓
TheOdd1sOut								✓	✓	
Tiffany Garcia						✓	✓	✓	✓	
Timothy DeLaGhetto						✓	✓			
Toby Turner				✓						
TomSka							✓	✓		
Tpindell								✓		
Tré Melvin							✓	✓		
Trevor Moran						✓				
Trevor Noah						✓			✓	
Troye Sivan					✓					
T-Series										✓
Tyler Oakley				✓	✓	✓				
VanossGaming							✓	✓		
VEGETTA777										✓
VRZO channel							✓	✓		
Walk off the Earth			✓							
Wengie							✓	✓	✓	
What's Inside?							✓	✓		
Werevertumorro						✓	✓	✓		
whinderssonnunes										✓
Willdabeast Adams								✓		
Will Smith									✓	
워크맨-Workman										✓
World Order					✓					
Yasmin Uddin									✓	
YellowMellowMG							✓	✓		
Yes Theory									✓	
Yosstop							✓	✓		
Yuka Kinoshita							✓			
Yuya						✓	✓	✓		
zbing z.								✓		

Zoe Sugg						✓				
Total	**13**	**22**	**35**	**38**	**59**	**83**	**103**	**140**	**89**	**83**
Sources:[65][66][67][68]										

Released videos

Overview

Season	Title	Episodes	Originally released		Online viewers (in millions)
			First released	Last released	
1	*YouTube Rewind*	10	December 12, 2010	December 5, 2019	1463.9
BTS	*Behind the Scenes*	7	December 17, 2012	December 6, 2018	37.36
Others			December 7, 2016		8.45

No. overall	No. in season	Title	Time	Original air date	Online viewers (in millions)
1	1	"YouTube Rewind 2010: Year in Review"	1:26	December 12, 2010 (Trends) December 13, 2010 (Spotlight)	6.96
The first video in the series, "YouTube Rewind 2010: Year in Review", was uploaded by the YouTube Trends channel on December 12, 2010. The official Spotlight channel uploaded the same video the next day, subsequently gaining more views. The video for "Bed Intruder Song", by Antoine Dodson and The Gregory Brothers, was revealed to be the #1 video of 2010.					
2	2	"YouTube Rewind 2011"	2:20	December 20, 2011	12.79
In 2011, Rebecca Black was the featured performer of the video, presenting the video, and having her music video for "Friday" be revealed as the #1 YouTube video of 2011. The video also features Avicii's "Levels".					
3	3	"Rewind YouTube Style 2012"	4:15	December 17, 2012	194.69
In 2012, YouTube released the third *YouTube Rewind* video on December 17 via YouTube Spotlight. It was directed by Peter Furia, who also produced it alongside Michael Rucker and Beau Lewis.[69] That year's video is a mashup of PSY's "Gangnam Style" and Carly Rae Jepsen's "Call Me Maybe" (music composed by Jeff Kite), which also served as the basis of the video. Unlike in the previous two years, several popular YouTubers made guest appearances, including PSY himself.[70] References to 2012 events, such as the 2012 U.S. Presidential election, Felix Baumgartner, Kony 2012, and NASA were made.[71]					
4	4	"YouTube Rewind: What Does 2013 Say?"	5:47	December 11, 2013	136.83
The 2013 *YouTube Rewind* was the fourth video release of the series. It was released on December 11, 2013, via YouTube's official channel, YouTube Spotlight. It was directed by Kai Hasson and produced by Nate Houghteling, Zach Blume, Jeffrey Sabin-Matsumoto, and David Iain Johnson. It was produced by the Portal A studio.[4] The title is a reference to Ylvis' song "The Fox (What Does the Fox Say?)", which is also the main motif of the video. Other 2013 trends, events, viral videos, and headlining topics were featured and referenced, such as the music videos of "Blurred Lines" (Robin Thicke, featuring T.I. and Pharrell Williams), "Wrecking Ball" (Miley Cyrus), "We Can't Stop" (Miley Cyrus), "Applause" (Lady Gaga), "Roar" (Katy Perry), "Thrift Shop" (Macklemore, and Ryan Lewis, featuring Wanz) and "Animals" (Martin Garrix). The *Breaking Bad* series finale, Macklemore and Ryan Lewis's album *The Heist*, and the "Harlem Shake" meme were also referenced.[72][73] The music was composed by mashup artist DJ Earworm: ▪ "The Fox (What Does the Fox Say?)" by Ylvis ▪ "Blurred Lines" by Robin Thicke, featuring T.I. and Pharrell Williams ▪ "Can't Hold Us" by Macklemore & Ryan Lewis, featuring Ray Dalton ▪ "Get Lucky" by Daft Punk, featuring Pharrell Williams and Nile Rodgers ▪ "Gentleman" by PSY (removed from the video in January 2015) ▪ "Harlem Shake" by Baauer					

Vice-producer Sparks Hopes helped draft the music and sync it with the video, helping incorporate many of the YouTube personalities and guests.[74]

5	5	"YouTube Rewind: Turn Down for 2014"	6:36	December 9, 2014	135.35

On December 9, 2014, YouTube Spotlight released "Turn Down for 2014" (a reference to DJ Snake and Lil Jon's song "Turn Down for What") as the series' fifth installment. It was directed by Kai Hasson and shot in the Portal A studio.[5]

The video includes notable events and chart hits of 2014, featuring references to the Ice Bucket Challenge; The First Kiss viral video; The Devil Baby; Spider Dog; *Minecraft*; Disney's film *Frozen*; the music videos for "Turn Down for What" (DJ Snake and Lil Jon), "#Selfie" (The Chainsmokers), "Happy" (Pharrell Williams), "Fancy" (Iggy Azalea, featuring Charli XCX), "All About That Bass" (Meghan Trainor), "Anaconda" (Nicki Minaj) and "Dark Horse" (Katy Perry); and the game of the year, *Flappy Bird*.

The music was mixed by DJ Earworm:

- "Turn Down for What" by DJ Snake and Lil Jon
- "Fancy" by Iggy Azalea, featuring Charli XCX
- "Happy" by Pharrell Williams
- "Bang Bang" by Jessie J, Ariana Grande & Nicki Minaj
- "All About That Bass" by Meghan Trainor
- "Shake It Off" by Taylor Swift
- "Let It Go" by Idina Menzel from *Frozen*

6	6	"YouTube Rewind: Now Watch Me 2015"	6:40	December 9, 2015	155.11

On December 9, 2015, YouTube Spotlight released "Now Watch Me 2015". The title refers to Silentó's song "Watch Me (Whip/Nae Nae)". The video featured celebrities from 129 YouTube channels.

Events, headlining topics and viral videos of 2015 were referenced, including the legality of same-sex marriage in the U.S., Shia LaBeouf's "JUST DO IT!" clips, *Back to the Future*, Super Bowl Left Shark, Kung Fury, the *Five Nights at Freddy's* games (the game of the year), Pizza Rat,[75] Carpool Karaoke, and the blue and black / white and gold dress. The following music videos were referenced: "Cheerleader" (OMI), "Watch Me (Whip/Nae Nae)" (Silentó), "Lean On" (Major Lazer and DJ Snake, featuring MØ), "Hey Mama" (David Guetta, featuring Nicki Minaj, Afrojack, and Bebe Rexha), "Elastic Heart" (Sia), "Hotline Bling" (Drake), and "What Do You Mean (Justin Bieber).

Since 2015 was YouTube's tenth year of existence, viral videos from the whole of YouTube's span were included: The Ice Bucket Challenge from 2014, "Volvo Trucks - The Epic Split, featuring Van Damme (Live Test)" from 2013,[76] Felix Baumgartner's supersonic freefall from 128k' – Mission Highlights from 2012, Rebecca Black's viral hit "Friday" from 2011, Paul Vasquez's "Double Rainbow from 2010, "JK Wedding Entrance Dance" from 2009, "I'm on a Boat" (the Lonely Island) from 2009, "Charlie Bit My Finger" from 2007, Diet Coke + Mentos and Judson Laipply's viral video "Evolution of Dance" from 2006.

The music was composed by The Hood Internet with Avicii:

- "Cheerleader" by OMI (Felix Jaehn Remix)
- "What Do You Mean?" by Justin Bieber
- "Watch Me (Whip/Nae Nae)" by Silentó
- "Can't Feel My Face" by The Weeknd
- "Lean On" by Major Lazer x DJ Snake, featuring MØ
- "Broken Arrows" by Avicii

7	7	"YouTube Rewind: The Ultimate 2016 Challenge"	6:53	December 7, 2016	241.93

On December 7, 2016, this video included references to events, headlining topics, viral videos and challenges of 2016. "YouTube Rewind: The Ultimate 2016 Challenge" became the fastest video to reach 100 million views on YouTube, just 3.2 days after its release.

References included PPAP, dabbing, Mannequin Challenge, Rio 2016 Olympics, water bottle flipping, *Stranger Things*, hydraulic press, Orbeeze pranks, Corn Drills, rainbow bagels, Scott Sterling, NYC snowboarding, Running Man Challenge, Damn Daniel, T-Rex costume, E-Games, The Dancing Mannequin Heads, "The Door" (*Game of Thrones*), Prince and David Bowie Tribute (Alex Wassabi), HighLight Challenge, 100 Layers, "JuJu on That Beat", Carpool Karaoke (following on from 2015), *Hamilton*, and *Views (Drake cover album)*

Game references included the game of the year 2016, *Pokémon Go*, as well as *Street Fighter V*, and *The Witness*.

The following music videos were referenced: "Work from Home" (Fifth Harmony, featuring Ty Dolla Sign), "Famous" (Kanye West), "Light It Up" (Major Lazer, featuring Nyla and Fuse ODG), "Sorry" (Justin Bieber), "This Is What You Came For" (Calvin Harris, featuring Rihanna), "Dangerous Woman" (Ariana Grande), "Side to Side" (Ariana Grande, featuring Nicki Minaj), "Hold Up" (Beyoncé), "Panda" (Desiigner), "Cheap Thrills" (Sia), "Hasta el Amanecer" (Nicky Jam), and "Roses" (The Chainsmokers, featuring ROZES)

The music was composed by The Hood Internet with Major Lazer:

- "Sorry" by Justin Bieber
- "Work from Home" by Fifth Harmony, featuring Ty Dolla $ign
- "Light It Up" by Major Lazer, featuring Nyla and Fuse ODG
- "Hasta el Amanecer" by Nicky Jam
- "My Boo" by Ghost Town DJ's
- "PPAP (Pen-Pineapple-Apple-Pen)" by Pikotaro
- "Closer" by The Chainsmokers, featuring Halsey

8	8	"YouTube Rewind: The Shape of 2017"	7:15	December 6, 2017	239.25

On December 6, 2017, "YouTube Rewind: The Shape of 2017" was uploaded onto the "YouTube Spotlight" YouTube Channel. The title refers to Ed Sheeran's hit song, "Shape of You". This video included references to events, headlining topics, viral videos, and challenges throughout the year. The video made cultural references to various trends in 2017, including the BBC News footage of a professor's children gatecrashing during a live interview, fidget spinners, the viral video of a train slamming into snow, D.I.Y. slime,[77] Salt Bae, the 2017 solar eclipse, Backpack Kid,[78] the Floor Is Lava challenge, Man's Not Hot, *Riverdale*, the 1000° knife, the song Shooting Stars, the film *Wonder Woman*, the controversy over the album cover of Ariana Grande's *My Everything*, the Fire Noodle Challenge, April the Giraffe, Slime fight, Full face, the Rolex Challenge, and the film *Get Out*. It also touched on various tragedies including Hurricane Harvey, the Manchester Arena bombing, and the Chiapas or Central Mexico earthquake. Game references included the 2017 game *Dream Daddy: A Dad Dating Simulator*.

The video referenced popular music videos including, Taylor Swift's "Look What You Made Me Do", Fifth Harmony's "Sweetheart in the Old West (AKA Theme to Ten Days in the Valley)", Dua Lipa's "New Rules", Kendrick Lamar's "Humble", and DJ Khaled's "I'm the One".

Songs mixed by The Hood Internet in YouTube Rewind 2017:

- Luis Fonsi – "Despacito", featuring Daddy Yankee
- Kendrick Lamar – "HUMBLE."
- Ed Sheeran – "Shape of You"
- Bag Raiders – "Shooting Stars"
- Smash Mouth – "All Star"
- Zedd and Alessia Cara - "Stay"
- DJ Khaled - "I'm the One", featuring Justin Bieber, Quavo, Chance the Rapper and Lil Wayne

9	9	"YouTube Rewind 2018: Everyone Controls Rewind"	8:14	December 6, 2018	222.89

On December 6, 2018, "YouTube Rewind 2018: Everyone Controls Rewind" was uploaded onto the "YouTube Spotlight" YouTube Channel. This video includes references to events, headlining topics, viral videos and challenges throughout the year. The video made cultural references to various trends in 2018, including BlocBoy JB's Shoot Dance, Flossing, Will Smith's Grand Canyon bungee jump, the "In My Feelings" Challenge, PewDiePie chair memes, the royal wedding of Prince Harry and Meghan Markle, ASMR, Japanese Foil Ball Challenge, Mukbang Challenge, melting lipsticks, the match between Portugal and Spain in the 2018 FIFA World Cup, Football Challenge, Elon Musk's Tesla Roadster, figure skating at the 2018 Winter Olympics, and the viral video by a boy in a Walmart store yodelling. The video also highly references the online video game *Fortnite*.

The video references popular music videos, including BTS's "Idol", Marshmello and Bastille's "Happier", Kanye West and Lil Pump's "I Love It", Drake's "In My Feelings", El Chombo's "Dame Tu Cosita", and Pinkfong's "Baby Shark".

Songs mixed by The Hood Internet in YouTube Rewind 2018:

- "I Like It" by Cardi B, Bad Bunny, and J Balvin
- "Idol" by BTS
- "In My Feelings" by Drake
- "High Hopes" by Panic! at the Disco
- "Baby Shark" by Pinkfong
- "Happier" by Marshmello and Bastille

10	10	"YouTube Rewind 2019: For the Record"	5:36	December 5, 2019	118.05

On December 5, 2019, "YouTube Rewind 2019: For the Record" was uploaded to the "YouTube" YouTube channel. The video is a mash-up of the best videos and creators in certain categories, including "most viewed" and "video games". The video starts off with creators reacting to the failure of YouTube Rewind 2018, followed by the text, "In 2018, we made something you didn't like. For Rewind 2019, let's see what you DID like." Viewers have stated that although the video does show popular creators, it does not actually feature them.[79]

Songs in YouTube Rewind 2019:

- "7 Rings" by Ariana Grande
- "Bad Guy" by Billie Eilish
- "Don't Start Now" by Dua Lipa
- "Tokyo Drifting" by Denzel Curry and Glass Animals

Behind the Scenes (2012–2018)

Title	Time	Original air date	Online viewers (in millions)
"Behind the Scenes + Outtakes from Rewind YouTube Style 2012"	6:14	December 17, 2012	3.61
"Making of YouTube Rewind: What Does 2013 Say?"	7:35	December 11, 2013	3.58
"YouTube Rewind 2014: Behind the Scenes"	6:40	December 9, 2014	5.46
"YouTube Rewind 2015: Behind the Scenes"	4:43	December 9, 2015	6.31
"YouTube Rewind 2016: Behind the Scenes"	3:33	December 7, 2016	7.41
"YouTube Rewind 2017: Behind the Scenes"	3:58	December 6, 2017	6.35
"YouTube Rewind 2018: Behind the Scenes"	4:39	December 6, 2018	4.61

Others (2016)

Title	Time	Original air date	Online viewers (in millions)
"YouTube Rewind 2016: Unboxing the Cube in 360°"	0:51	December 7, 2016	1.82
"YouTube Rewind 2016: Epic Group Running Man Challenge in 360°"	0:55	December 7, 2016	6.62

See also

- List of most-disliked YouTube videos

Notes

a. Attributed to multiple sources:[23][24][25][26][27][28]
b. Uploaded to YouTube Trends on December 12 and YouTube Spotlight on December 13, 2010

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External links

Portal-A *YouTube Rewind* projects:

- 2011 (https://portal-a.com/work/rewind-ft-rebecca-black/) · 2012 (https://portal-a.com/work/youtube-rewind-2012/) · 2013 (https://portal-a.com/work/youtube-rewind-2013/) · 2014 (https://portal-a.com/work/youtube-rewind-2014/) · 2015 (https://portal-a.com/work/rewind-2015/) · 2016 (https://portal-a.com/work/rewind-2016/) · 2017 (https://portal-a.com/work/youtube-rewind-2017/) · 2018 (https://www.portal-a.com/youtube-rewind-2018-everyone-controls-rewind/)

YouTube Rewind Videos:

- 2010 (https://www.youtube.com/watch?v=RUzLhHH7gHg) · 2011 (https://www.youtube.com/watch?v=SmnkYyHQqNs) · 2012 (https://www.youtube.com/watch?v=iCkYw3cRwLo) · 2013 (https://www.youtube.com/watch?v=H7jtC8vjXw8) · 2014 (https://www.youtube.com/watch?v=zKx2B8WCQuw) · 2015 (https://www.youtube.com/watch?v=KK9bwTlAvgo) · 2016 (https://www.youtube.com/watch?v=_GuOjXYl5ew) · 2017 (https://www.youtube.com/watch?v=FlsCjmMhFmw) · 2018 (https://www.youtube.com/watch?v=YbJOTdZBX1g) · 2019 (https://www.youtube.com/watch?v=2lAe1cqCOXo)

IMDb pages:

- 2012 (https://www.imdb.com/title/tt2978772/) · 2013 (https://www.imdb.com/title/tt3486306/) · 2014 (https://www.imdb.com/title/tt4269462/) · 2015 (https://www.imdb.com/title/tt5276850/) · 2016 (https://www.imdb.com/title/tt6386856/) · 2017 (https://www.imdb.com/title/tt7716370/) · 2018 (https://www.imdb.com/title/tt9397902/)

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